

The **★ REVIEW**

**1949 — Another Year
Of TEAMWORK**

THE GERLACH-BARKLOW COMPANY, JOLIET, ILLINOIS



DEC. 9, 1948
Vol. XLIII...No. 1

**For a Better Tomorrow
For Everybody!**

I am the Calendar

I am the symbol of time; I represent the infinite, the eternal, the boundless.

I alone of all things combine the past, the present and the future.

I represent the greatest wealth that any man can have, and those who treat me well easily mount the heights of success.

Bearing a message of time I am found in men's offices and men's homes, in churches, courts, and assembly halls.

All the world looks at me and talks about me each day and regulates its business and social life by me.

No letter is ever written, no book ever printed, no money ever coined, that does not bear my imprint.

I am the one thing that all mankind must constantly consult; the one thing that is universally given the place of honor in its business houses and its homes.

I represent reliability, for I alone of all things am always reliable.

I represent honesty, for I alone of all things am always honest.

I represent service, for I alone of all things am always at man's command.

I represent opportunity, for all opportunities are centered around me.

I represent life, for I am the thing that life is made of.

I AM THE CALENDAR!

In the 1950 Gerlach-Barklow Line:

New Calendars for a New Decade!

THE REVIEW

WE OURSELVES
THE BETTER
SERVE
BY SERVING
OTHERS BEST!



1907 ★ Forty-Two Years of Good Will Advertising ★ 1949

Published Weekly by
THE GERLACH-BARKLOW COMPANY
For the Men and Women
Who Sell the G-B Line

Joliet, Illinois — December 9, 1948

Volume XLIII - - - - - Number 1

Volume Forty-Three

As inspiration for Opening Day with the 1950 Line, we present the first 32 pages of Volume XLIII of the Review. There'll be some 600 pages more during the next 12 months, and with the help of individual salesmen we will publish timely and helpful ideas on selling the 1950 Line.

Good news can be anticipated in the Review in 1949. The new line contains excellent material for sales, and, so far as we are concerned, sales are best news.

It is hoped that you will read the Review. It also is hoped that you will help to write it. We can think up sales ideas, we can suggest and needle and admonish, but actual sales stories, straight from the firing line, are the stuff the Review exists for. Whenever you feel that an idea or incident is noteworthy, jot down the facts and send 'em in. Your fellow salesmen will appreciate your teamwork.

G-B's 1950 Line Rated 'Best Ever'

Members of the Gerlach-Barklow sales force, viewing the 1950 Line at conventions in Los Angeles, St. Louis, Cincinnati and New York, already have endorsed the new line for the new decade of the Fifties as the best ever published by any calendar house. That is high praise, but it is well founded, and we confidently believe that calendar buyers from coast to coast soon will add "the OK that counts" by ordering everything from "All's Right with the World" to "Youth and Romance," and back again through the alphabet of subjects from "Winter's Blue and Gold" to "And Make Us Good Boys."

New calendars, such as the S280 twelve-sheet and the Christmas Calendar in the greeting line, make the 1950 Line extraordinarily attractive. Every new style and mounting will please eager buyers, and all of the pictures are top-notch advertising illustrations which are excellent subjects for complete campaigns. This year, more than ever



"Youth and Romance" is the
G-B house calendar subject.

before, it will be possible to *sell thoroughly* when you sell early. Your samples are complete, and the calendars offered have the quality and color which bring instant and definite approval. If you know your line when you make your early-season calls, you will be able to answer every need with Gerlach-Barklow advertising ideas, and you'll win friends quickly and surely.

Loyal Employees Make G-B Great!

Under the motto of "We Ourselves the Better Serve by Serving Others Best," the men and women of the Gerlach-Barklow factory, office and sales force provide quality goods and useful services to our customers, the business men of America. Friendly, effective teamwork among all members of the G-B organization makes the work as satisfying as it is constructive.

Evidence that Gerlach-Barklow is a friendly and desirable company to work for is found in the fact that 397 of G-B's 1,000 employees have been with the organization for ten years or more.

And probably Gerlach-Barklow is the only company of its size in the United States which can boast that one out of every ten of its employees has been a member of the organization for 25 years or more. With the addition of 20 new members during 1948, the Gerlach-Barklow Quarter-Century Club roster now carries the names of 118 men and women. Nineteen more will complete their quarter-century of service during 1949.

One hundred and eleven of the members of the Quarter-Century Club still are actively engaged in their work. Four whose names appear on the permanent roster have passed away, and three have retired.

Headed by Mr. E. J. Barklow, who has 41 years of service to his credit, the members of the Quarter-Century Club have a combined total of 3,642 years as members of the Gerlach-Barklow organization. Two others also have 41 years, five have 40 years of service behind them, seven have been with the company for 39 years, and nine more have 38 years on their records. Ten others have been Gerlach-Barklow employees for from 35 to 37 years.

Eleven sales representatives were charter members of the Quarter-Century Club when it was formed in 1945, and three salesmen have become members in the past three years. Salesmen whose names appear on the roster are Fred W. Bell, Allen F. Cooper, B. A. Day, P. C. Earl, King H. Gerlach, Herman F. Grotte, E. E. Meyer, D. M. Morrissey, R. S. Osburn, Harold F. Ricker, Leon R. Shepard, Isidor Siegel, E. B. Sierer, and the late R. A. Fairbairn.

The large number of long-experienced employees in all departments of the organization help to create a friendly "family spirit" throughout the company, which enables the sales force and the folks in Joliet to work together most effectively in serving our thousands of customers.

In addition to pleasant working conditions and the satisfaction of helping to create, produce and distribute products which bring happiness and success to millions of people, Gerlach-Barklow offers

its employees group insurance, hospitalization insurance, and an excellent profit-sharing plan. All of these benefits are available to members of the sales force.

GROUP INSURANCE. A life insurance policy with a maximum of \$1,000 is available to every employee, including salesmen, after 12 months of permanent employment. Application for this insurance must be made within 90 days after the employee becomes eligible.

To date, life insurance benefits totaling \$43,000 have been paid on Gerlach-Barklow group insurance.

HOSPITALIZATION INSURANCE also is available after 12 months of permanent employment. Application must be made within 31 days after date of eligibility.

At present, more than 500 employees and their families are covered by this economical plan. Hospitalization benefits totaling \$37,078 have been paid in 911 cases.

PROFIT-SHARING. All employees of United Printers & Publishers, Inc. (of which Gerlach-Barklow is one of five subsidiaries) may become eligible to participate in the United Printers & Publishers Profit-Sharing Fund, as explained below:

Origin

Created by act of the stockholders of the Company at a meeting held June 13, 1944.

Purpose

To create a Trust Fund from the net profits of the Company so that, after a certain amount has been set aside for the stockholders, the balance, according to government formula, will be held for the benefit of the employees.

How Created

By contributions made annually by the Company at the end of each fiscal year (provided there has been sufficient profit). The initial contribution on February 28, 1945, was \$400,000.00. The Company contributed \$630,512.40 on February 28, 1946; \$674,308.91 on February 28, 1947, and \$519,520.80





Make TEAMWORK Your Motto for '49

What is teamwork? Look at the shoes you are wearing. They are the product of teamwork—from the farmer who raised the steer that supplied the hide, to your friend the salesman who fitted the shoes and sold them to you. More than that, you bought those shoes with money which teamwork—the production of calendars by the Joliet plant, distribution of samples and servicing of orders by the Joliet office, and your own ability to sell—enabled you to earn.

Every time you make a sale, you capitalize on the effective teamwork of the entire Gerlach-Barklow organization. Every sale enlists another customer as a member of our great G-B team. You help him, and he helps you. Through the advertising you sell him, the buyer wins the good will—the teamwork—of people in his own trading area.

Every useful service, every productive effort, every individual success contributes to the total of our happiness and prosperity. That is why I recommend as your motto for 1949 these stirring words: "Teamwork . . . for a better tomorrow for everyone!"

J. MacKEEVER
President

on February 29, 1948, making a total of \$2,224,-342.11. The employees make no contribution to the fund.

Administration

The fund is administered by three Trustees, one appointed from the Joliet branch, the second from the Boston branch, and the third being the corporate Trustee—the Continental Illinois National Bank and Trust Company, of Chicago. The money referred to in the previous paragraph is paid to the Trustees, and after that, the Company has no control over such funds. They are completely under the control of the Trustees, who are charged with the administration of the fund for the benefit of the employees. At present the Individual Trustees are J. C. MacKeever, of Joliet, and D. E. Rust, of Boston.

Immediately after the payment of the annual contribution, the Trustees allocate to each eligible employee his proportionate share of such contribution. A deposit slip is furnished the eligible employees as soon as practicable after the last day of February, such deposit slips showing the amount of each employee's credit balance in the fund.

Participants

If you started with the Company on or before January 1, 1944, and were still on the payroll on February 28, 1945, you became a participant on February 28, 1945, and your *first* deposit slip was sent to you showing your credit balance, based on your total earnings during 1944.

If you were still on the payroll on February 28, 1946, you had then been a participant for *one* year and received your *second* deposit slip.

If you were on the payroll on February 28, 1947, you then had been a participant for *two* years and received your *third* deposit slip.

If you were on the payroll on February 29, 1948, you then had been a participant for *three* years and received your *fourth* deposit slip.

All of the above is based on continuous employment during the periods mentioned.

If you did not start with the Company until *after* January 1, 1944, but *before* January 1, 1945, you became a participant on February 28, 1946. If still on the payroll on February 28, 1947, you had

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JOLIET MEMBERS of the Gerlach-Barklow Quarter-Century Club met for their annual banquet October 28th in the Woodruff Hotel. E. J. Barklow was re-elected as president of the club, Sadie Maloney became vice president, and Mathew Ramuta

was named secretary. Mr. MacKeever, who in other years has been an invited guest, attended his first Quarter-Century Club meeting as a member, having qualified for the club in April. The members of the club have a total of 3,642 years with Gerlach-Barklow.

Quarter-Century Club Roster

SAMUEL ANDERSON
ROBERT ANSON
E. J. BARKLOW
ANNETTE BELBRADICH
FRED W. BELL
SUMNER BELL
K. H. BEURET
GEORGE BLOCK
FRED BOSEO
JOSEPH BRANNBERG
JENNIE BRYSON
JOHN BUTALA
A. F. CADE
ESTHER CALLAHAN
IRENE CALLAHAN
AGNER CARLSON
H. A. CHRISTENSON
ALLEN F. COOPER
WINIFRED CORCORAN
B. A. DAY
JOSEPH DEZLAN
MARGARET DIAMOND
HARRY DINGES
P. C. EARL
GERTRUDE EDWARDS
HAROLD EMMERT
MATHEW ENGERT
ELSIE ERNST
R. A. FAIRBAIRN
EDNA FALLMAN

JACK FOWLER
ROBERT FRANZEN
STELLA FRENCH
GLADYS FRICKEY
MARGARET FUNK
KATHERINE FURLONG
K. H. GERLACH
MARY GILLESPIE
MADELINE GLASS
HERMAN GROTE
LEWIS HAHN
ADELAIDE HIEBEL
WM. HOFFMEYER
WALTER HULBERT
MAY HUNTER
ALMA IMFELD
CLARA JAEGER
IRMA JASTER
JEANETTE JOHNSON
NELLIE JOHNSON
MATHEW JUGENITZ
T. C. JUNGLES
MARY JURKANIN
JOHN J. KELLY
THOS. KEWLEY
ROSE KNUTSON
JOSEPH KOCHAN
FRED KREN
L. LEVANDOWSKI
IRENE LEYMAN

MARTIN LIBERSHER
EARL LOUEN
ALBERT LUTHER
LAURA LUX
J. MacKEEVER
GRACE McCURRIE
HUGH McGRATH
SADIE MALONEY
HARVEY MASSEY
THOS. MAY
JOHN MEINERT
REGINA MILLIGAN
RAY MERWIN
E. E. MEYER
CHAS. MILLER
IRENE MORAN
D. M. MORRISSEY
GEORGE MULVIHILL
WALTER NULL
R. S. OSBURN
JOHN K. PITCAIRN
ANNA PLANICK
LOUIS PLANICK
HENRY POHLERS
LOUIS RAKAR
MATHEW RAMUTA
H. F. RICKER
BELLE ROWE
WM. E. SAYLOR

FLOYD SCHULTZ
MARGARET SEELEY
L. R. SHEPARD
ISIDOR SIEGEL
VERA J. STERNER
E. B. SIERER
ALBERT SKUL
LOUIS SKUL
M. J. SLACK
MARIE SMITH
OLIVER A. STEHLE, SR.
EDWARD STONITCH
HENRY STROHMAN
GEORGE STUBLER
ANDREW SUTHERLAND
ELSIE SWANSON
EVA MAY SYPHER
J. R. TALCOTT
THOS. VIDANO
WEBB H. VASSAR
MABEL WALKIEWITZ
HARRY WATTS
FRED WEBER
MABEL WELLS
ARTHUR WEESE
MYRTLE WELLNER
FRANCES WHITE
EVA WOOCK
FRANCES P. ZELKO

Our Pride Is in Doing A Good Job

John F. Lux, who used to be our office boy 35 years ago, had some very fine things to say about our company and its Quarter-Century Club a few weeks ago. In his editorial column in the Joliet Herald-News, which he edits and publishes, Johnny wrote:

"More than 100 employees of the big calendar company are members of the Quarter-Century Club, having been with the firm for more than 25 years. That is a remarkable tribute—both to the employees and to the company. It proves that they have been loyal employees and that the calendar plant is a good place to work. . . . They, like thousands of others employed in our factories and business houses, are doing a good job."

All of us who are members of the Quarter-Century Club were proud to read that comment, particularly because Johnny spoke of our work, rather than of our age. I think that all of us who have been at it a long time take more pride in improving the Line from year to year than we find in counting up the number of lines we have helped to produce. We have done our best to make the 1950 Line outstanding in every way, and our hope is that you, too, will feel that we are "doing a good job."

E. J. BARKLOW
Vice President



(Continued from page 3)

on that date have completed *one* year's participation. On February 29, 1948, you had *two* years' participation on February 28, 1949, you will have had *three* years' participation, and so on.

Employees starting with the Company at a later date may become participants on the same basis.

Benefits

Until you have completed *two* years as a participant, on the basis outlined above, no benefits are payable to you in case of termination of employment *except* for the following reasons:

1. Death. 2. Resignation because of physical or mental disability. 3. Dismissal (*not* for dishonesty, insubordination or misconduct).

In the above cases you are entitled to 100% of your credit balance, as shown by the records of the Trustee.

After you have been a participant for *two* years or more, you are entitled to 100% of your credit balance if you discontinue your employment with the Company for any of the following reasons:

1. Retirement (you must be at least 60)
2. Permanent disability
3. Death
4. Marriage of female employee
5. Pregnancy

6. Resignation (ill health certified by doctor's certificate)

7. Resignation (family conditions requiring removal to remote area).

After you have been a participant for *two* years or more, and discontinue your employment for any of the following reasons:

1. Voluntary resignation
2. Dismissal for any reason
3. Failure to return after leave of absence

then payment of benefits is based on the number of years of service with the Company. If, at the time of separation, you have been with the Company continuously for the number of years noted below, the percentage of your credit balance, payable to you will be—

10 years—100%	6 years— 60%
9 years— 90%	5 years— 50%
8 years— 80%	4 years— 40%
7 years— 70%	3 years— 30%

Payments

The general rule is that benefit payments, except in the case of death, retirement, sickness or disability, shall be made in annual or semi-annual payments spread over a period of five years. If the total benefit due is less than \$100; the Trustees may elect to make payment in one lump sum.

Four Sales Contests Start December 13th!

Gerlach-Barklow sales representatives have an opportunity to win big cash prizes, Florida oranges and fishing trips in four early-season sales contests which start on Opening Day, December 13th—

THE EARLY BIRDS CONTEST

THE PRESIDENT'S AWARD

THE ORANGE QUOTA

THE 1949 SNAG CLUB

Three of these contests run during the first 11 weeks of the selling year, from Monday, December 13th, through Saturday, February 26th.

The fourth contest—the Snag Club membership drive—continues for nine weeks after the other contests end, until Saturday, April 30th.

During the first 11 weeks, all sales which count in any one contest also count in all other contests!

THE EARLY BIRDS OF 1949

Dec. 13, 1948 through Feb. 26, 1949
\$2,500 in Cash Prizes!

Volume of business and number of orders are the determining factors in the Early Birds Contest, which starts on Opening Day and continues until the close of business Saturday, February 26, 1949. The contest is divided into Senior and Junior

Divisions, with 30 cash prizes totaling \$2,500, as follows:

Senior Division			Juniors		
1st	\$250	10th	\$85	21st	\$30
2nd	225	11th	80	22nd	25
3rd	200	12th	75	23rd	25
4th	175	13th	70	24th	25
5th	150	14th	65	25th	25
6th	125	15th	60		
7th	100	16th	55		
8th	95	17th	50		
9th	90	18th	45		
		19th	40		
		20th	35		

In determining winners, volume of business counts 75 points and number of orders counts 25 points. All orders must be complete and ready for manufacture, and large commercial specials will not be counted in the contest. No business received in envelopes postmarked later than February 26, 1949, will be counted.

THE PRESIDENT'S AWARD

22 Checks for \$25.00 Each!

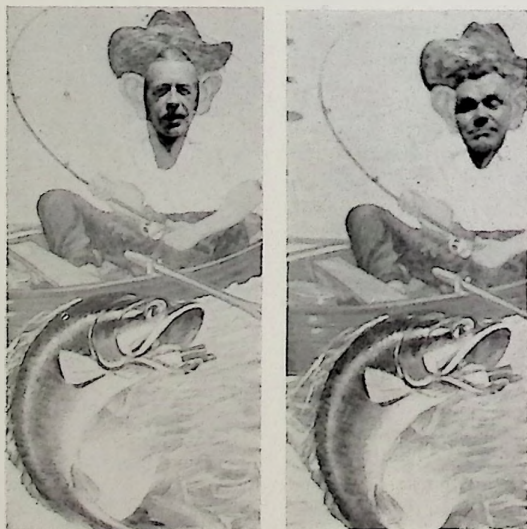
First 11 Weeks!

Entirely apart from the Early Birds, the Snag Club and the Orange Quota contest, President MacKeever will award two \$25.00 checks each week during the 11-week period from December 13th through February 26th.

A check for \$25.00 will be given to the volume champion each week, and a second \$25.00 check

Put Yourself in This Picture . . .

. . . as Larry Moss, Amasa Hartman and others did last year at Gerlach Island! There's great fishing in Wisconsin! Be there in July!



Your Opportunity In 1949

We have just completed the finest year of calendar selling in Gerlach-Barklow history, and all of your teammates in Joliet send a heartfelt Thank You to the sales force for a full year of great work in 1948.

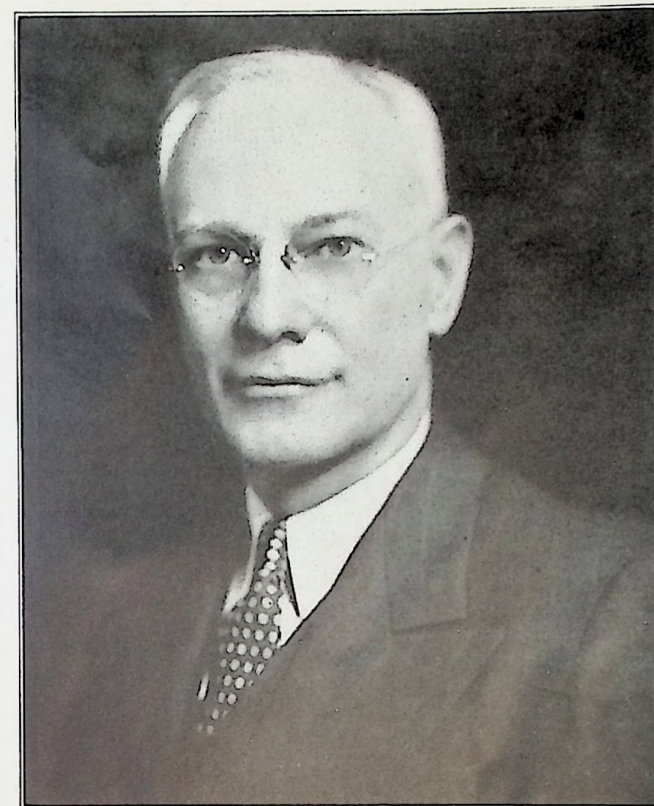
We have introduced the 1950 Line at the sales conventions, you salesmen have enthusiastically accepted the new numbers, and we look forward to another successful year of sales and service in 1949.

Your opportunity in the coming twelve months is to write an order for every customer you sold last year, and to add new customers regularly, starting on Opening Day, December 13th. You can do it by teamwork, for teamwork is good will in action!

JAMES R. TALCOTT

Vice President

in Charge of Sales



will go to the salesman who sells the greatest number of orders during the week.

However, no one can win the President's Award more than twice—once for volume, and once for number of orders. All orders must be complete, and all sales will accumulate on all other contests.

THE ORANGE QUOTA

Luscious Florida Fruit for Quota Busters!

Dec. 13, 1948 through Feb. 26, 1949

The Orange Quota, one of the finest traditions of the Gerlach-Barklow sales force, is a distinctive G-B award for good salesmanship. Every salesman is assigned an individual quota for the 11-week period from December 13th through February 26th, and every Quota Buster receives a case of specially-selected deluxe-pack citrus fruits from the Gerlach Groves, Babson Park, Florida. The fruit is the best obtainable, packed under the personal supervision of Mr. King H. Gerlach, and you will find great satisfaction in winning it and sharing it with your family and friends.

Aim to beat your quota in less than 11 weeks. Who'll be the first Quota Buster?

THE 1949 SNAG CLUB

Dec. 13, 1948 through Apr. 30, 1949

Twenty Weeks of Opportunity!

Every Man Can Win!

Gerlach-Barklow's most glamorous sales award is the Snag Club fishing trip, a prize which every salesman can win. Membership in the 1949 Snag



Snag Club headquarters, Gerlach Island



You Make Our Work Mean Something

When the Line Committee selected "Take Me Too" as a subject for the 1950 Line, they said, "It'll sell!"

The original painting went to the plate-makers, who after painstaking work, made full-color proofs of the picture. They looked at the result of their efforts and said, "It'll sell!"

Other Joliet folks saw the proofs, as they made up samples, and all along the line they said, "It'll sell!"

I fully agree that "Take Me Too" and all the other numbers in the new line are excellent subjects. I know that they'll sell—but not without you. You salesmen make our work mean something. You sell Gerlach-Barklow products everywhere and enable us to look beyond ourselves, to the ultimate good the calendars we print accomplish in the world.

We are grateful for your success, which makes OUR work worth while, and we send best wishes for a Merry Christmas and a grand New Year.

HENRY H. BRUNINGS
Vice President and
Director of Manufacturing

Club is simply a matter of consistent hard work and good selling. To qualify for membership and earn your cost-free vacation trip to Joliet and Gerlach Island next July, you must sell

100 orders totaling \$20,000

or

125 orders totaling \$15,000

in the 20 weeks beginning December 13, 1948 and ending April 30, 1949. All sales which count for Early Birds, Orange Quota and President's Award also count for Snag Club. As usual in all contests, all orders must be complete and ready for manufacture, and large commercial specials will not count.

When you qualify for the 1949 Snag Club, you win a free ticket to Gerlach Island, where muskellunge, black bass and crappies abound. The Island is on Lake Sissabagama, at Stone Lake, Wisconsin.

During the vacation trip, you visit Joliet and the G-B plant and enjoy a deluxe picnic of sizzling steaks, corn on the cob and all the fixings, cooked by President MacKeever at his summer cottage on Jackson Creek, near Joliet. You will also enjoy the

fellowship and exchange of ideas and experiences among the leading members of the sales force from all parts of the country. The entire trip is planned to give you inspiration and information, as well as rest, recreation and good fishing.

Snag Club members of past years, many of whom have made the thrilling trip to Gerlach Island several times, agree that the fun, food and fishing are worth many extra hours of work. On returning to Wyoming after last year's fishing trip, Ed Brewster wrote: "Every year I enjoy the Snag Club more and more, and I would not miss it for anything." Amasa Hartman wrote from California: "As a person rubs elbows with such a group of salesmen, one can gain an abundance of knowledge of our business . . . there is always much to learn in comparison to what we know, and I think I got more ideas this year than ever before." Bob Ray said that the trip was "grand and glorious, too wonderful for words," Russ Mitchell expressed a desire "to thank even the bass that bit my hook," and another Snag Clubber described the contest and the trip as "A great adventure in selling, which begins long before the Snag Club meeting in July . . . a priceless experience in friendship, which continues long after the fishermen go back to their homes."

We're Ready to Serve In a Busy New Year

Teamwork is a chain, no stronger than its weakest link, and one of the most vital links in our chain of production, sales and service is The Order.

You, the salesman, write The Order after you have made the sale. When you make it complete and correct, from credit to copy, while you are on the spot, the Joliet office and plant are grateful to you. We folks at home want to handle every order smoothly and efficiently, to satisfy you and your customer. Your care in writing specifications, prices, credit references and copy instructions makes it possible for us to follow through with good service every time.

The excellence of the new 1950 Line presents a challenge for all of us, and everyone in the plant, office and sales force can look for busy days ahead. By teamwork we can make the most of our opportunities and live up to the Gerlach-Barklow standard of service.

Best wishes for a "Lucky 13th," a Merry Christmas and a Prosperous New Year in 1949!

KENNETH H. BEURET
Vice President in Charge
of Administration



Charter Emblem Top Prize In Anniversary Contest

Our forty-second Charter Anniversary Celebration will take place during the month of June, and the Charter Emblem will be first prize in the annual sales contest. The Emblem is the highest award a Gerlach-Barklow salesman can win, and is a handsome diamond-set gold fob or ring which can be worn with pride. Details of the Charter month contest, with its cash awards in addition to the coveted Charter Emblem, will be announced in May. In the 1948 Charter Emblem Contest, George McNeir of Texas won the Emblem, Amasa Hartman of California finished second, and E. R. Pallas, another Californian, placed third.

Next June, the fortieth Charter Emblem will be offered, and the winner will add his name to



The Charter Emblem

this distinguished list of previous Charter Month sales champions: Herbert Cies, 1910; A. H. Garner, 1911; E. M. Rowe, 1912; G. W. Hollman, 1913; F. J. Ferrell, 1914; J. D. Boering, 1915; Rex Austin, 1916; E. E. Meyer, 1917; G. F. Glotfelty, 1918; T. W. Bingham, 1919; E. R. Clemens, 1920; R. S. Osburn, 1921; J. W. James, 1922; E. B. Sierer, 1923; W. A. Swanson, 1924; W. E. Gibson, 1925; A. W. Vores, 1926; H. J. Kersey, 1927; T. T. Elliott, 1928; H. F. Ricker, 1929; Bert R. Stiff, 1930; J. C. Hartman, 1931; A. A. Muldrew, 1932; Albert C. Jahl, 1933; Jack M. Saunders, 1934; C. I. Chamberlain, 1935; Charles Clayton, 1936; Herman F. Grotte, 1937; A. S. Hartman, 1938; John Ehlinger, 1939; A. W. Thurn, 1940; W. H. Maddox, 1941; Larry H. Moss, 1942; F. K. Adams, 1943; J. R. Ferril, 1944; R. L. Ray, 1945; A. B. Schutz, 1946; Fred H. Bayer, 1947; George McNeir, 1948.



1948 Winner

A special feature of Charter Month is the annual Founder's Day observance on June 25th, the anniversary of the date the company received its charter from the state. On Founder's Day, the objective of each salesman is to sell at least one order,



'He Sells Most Who Helps Most'

A good way of describing teamwork, from the salesman's viewpoint, is to repeat that "He sells most who helps most." To build good accounts, you must make yourself useful to your customers. Don't forget the customer after you have written his calendar order for 1950. During the year, keep the early-season buyer in mind. From time to time you will think of new ways to serve him, to help him with his advertising, to sell him blotters, booklets, Christmas greetings and other items in the 1950 Line.

Your early-season customers are your best prospects for additional business all through the year. If you call on them now and then, you will cement their friendship, increase their confidence in you, and encourage them to count on you for all their advertising needs. Aim to give every customer your earnest teamwork—and sell more by helping more.

F. M. TURNER
Vice President

no matter how large or small. Then one dollar for every order sold on June 25th is paid into the Theodore Robert Gerlach Memorial Scholarship Fund. The Fund is used to help an outstanding graduate of Joliet Township High School to attend Joliet Junior College.

The Gerlach Scholarship is a living memorial to T. R. Gerlach, the greatest salesman of them all. It is a fitting tribute because it is based on the same kind of sales of good-will advertising which were Mr. Gerlach's life work, and it makes a valuable contribution to the education of worthy young people, a project in which "T. R." was much interested.

Each year the Scholarship Fund is used to pay educational expenses for a graduate of Joliet Township High School who goes on to Joliet Junior College. Although the Gerlach Scholarship is offered only to students who need some financial assistance to continue their studies, it is not charity. It is a prize worth winning, one of several recognized scholarships for which high school students aim. The student who receives it has accomplished as much as the athlete who earns his "J" in football, basketball or baseball.

The high school Honors Committee nominates the winner of the Gerlach Scholarship each year, and after approval of the nomination by Gerlach-Barklow, the award is made at the high school graduation exercises.

Robert Opelt, the 1948 winner, is studying to become a Certified Public Accountant. He made an excellent scholarship record in high school and was elected to the National Honor Society in his junior year. In addition, he is a member of the A Capella Choir, one of Joliet Township High School's famous musical organizations. He works during the summer in a local department store.

To support the Theodore Robert Gerlach Memorial Scholarship, the G-B organization makes a special effort on Founder's Day and the goal of every salesman is to sell at least one order. The more customers who participate, the better the celebration.

In 1945, Lieutenant Ray Vranicar, on leave from Navy duty, attended the Snag Club picnic in Joliet. After he told the men what the scholarship had meant to him, they said: "If I had known how much it really means, I would have sold 10 or 20 orders on Founder's Day!"

Best Wishes For the New Year

It is a very pleasant privilege to be the official check signer for the Gerlach-Barklow organization, for the figures on payroll checks and commission checks represent the earnings of a great team of men and women engaged in useful work.

A check is just a piece of paper, but it stands for all the beautiful calendars produced and sold to earn it, and for the meat and potatoes, the clothing and furniture and gasoline for which it can be exchanged.

By working together we find individual success, and our reward is not money alone, but friendship and satisfaction in our work as well. As we start the new selling year, I send to each of you my personal check, drawn on "The Bank of Good Will" and written for a million good wishes for Christmas and the New Year.

WALTER R. WHARTON
Treasurer



First Calendar Printed By Gutenberg in 1448

Fritz Zucker, veteran G-B lithographer, recently contributed to the Review the following item, translated from a German newspaper:

Mainz, Germany—The printed calendar, always a faithful friend to mankind, this year can look back 500 years. Eight years after the invention of letterpress printing, the first calendar was printed by Johannes Gutenberg. He used astronomy in making the first calendar in 1448. The parchment pages he printed for the months of January through April still are in existence.

A Goal for 1949

Commenting on the Los Angeles convention, Amasa Hartman writes:

"The 1950 Line is the best ever. Every subject is worthy of the G-B name. I am going to see that I sell at least ten orders of each subject—or at least \$1,000 worth of each subject—in my territory. This is my goal, and I hope it will be the goal of every G-B salesman in 1949."

Are You Hiding \$5 Bills?

G-B salesmen, in convention assembled, sat up and took notice when the wire-recorded voice of Vice-President Mel Turner said:

You should know that Mr. MacKeever and Mr. Talcott have nothing new to tell you. It's the same old story, just like the Bible.

You know the Bible still is the best-selling book in the world, more being published each year, constantly growing and will continue growing. And the G-B Line is the same—still growing, more sold this year than last, and more will be sold in 1949 than in 1948.

There is an old saying around the house: "The best place to hide a \$5 bill is in the Bible." No one ever looks inside—maybe because we think we know what is there, maybe because we're just lazy.

I am wondering if another safe place to hide \$5 bills would be in a salesman's sample case, tucked into one of those samples you never show your customers . . .

How many \$5 bills did you bury in your sample case last year?

Turn over a new leaf for the new year. Use all of your samples. You may find \$5 bills in some of them!

Ideas Are Basis Of Good Selling

By E. J. Barklow

There is nothing new under the sun. Eccl. 1:9.

This "wise-crack" is credited to Solomon, and if it were true in his day, it is quite as true today. Therefore, what I have to say here must necessarily be "old stuff."

Businessmen everywhere are waiting with glad hand to welcome the salesman who comes to them with an idea that will make it easier for them to do business. Here's an example:

A coal business in a city of 25,000 went on the rocks. It was taken over by a man in a kindred line who attempted to put it on its feet. Result—the first year showed a loss of \$3800.00. Then along came a Gerlach-Barklow salesman with an idea. Says he: "There are 4000 families in this city and they all buy coal. (That was before the days of oil and gas furnaces.) Why not invite every one of them to be your customer? Select a calendar with a good home subject like the Bluebird, on an attractive mount. Print your name and telephone number and this suggestion: 'Make this your coaling station.' On New Year's Day get a half dozen young men of pleasing appearance to deliver the calendars to the homes with a cordial New Year's greeting from the King Coal Company."

From the very first year the deficit was changed to a substantial profit, largely due to the unusual invitation to become customers.

In every territory there are hundreds of small manufacturers who have a serious problem in marketing their product. Here is a case in point:



IDEA SUBJECT! "Take Me Too" is one of several 1950 pictures which inspire clever copy.



ALBERT F. CADE
Sales Manager, Eastern Division

A man and his wife opened a gold refining shop in a single room in Kansas City. They bought old gold in various forms, refined it, and sold it to dentists, mostly in Kansas City. Naturally their business was small, because their territory was small. Then along came Jim Talcott. (It was in the early days of his selling experience.) Jim quickly took in the situation, and here is the idea he suggested:

"You say you are doing business only in Kansas City, but how about the outside territory in Missouri and Kansas? You can very easily get business from dentists in this territory if you will only let them know where you are and what you can do for them."

They saw the point and after some hesitation, bought \$40.00 worth of blotters which were to carry their message to the dentists in a few outside towns. Jim's idea worked. It wasn't long until their outside business far exceeded that in Kansas City. Jim's idea helped a struggling young business to grow and made for himself a customer whose order, after a few years, amounted to \$1200.00.

These are just two examples showing how, by analyzing the customer's problem, the salesman can offer a solution which means profits to the customer as well as to himself. In both cases the salesmen were business counselors as well as salesmen. What a wonderful example of the truth of "We ourselves the better serve by serving others best."

The more helpful ideas you think up, the more sales you will make.

G-B Salesmen Have Lifetime Opportunity

From time to time, as opportunities occur, new salesmen take their place on the Gerlach-Barklow sales force, with the prospect of finding success and happiness in selling advertising products and services which are favorably known from coast to coast.

The company seeks better-than-average salesmen, and the achievements of the sales force year after year show that our sales representatives and our exclusive, copyrighted line of outstanding Good Will Advertising are well matched. Gerlach-Barklow is a strong company, with an AAA-1 credit rating, and long has been one of the nation's leaders in the production of high-quality calendars and related products. The excellence of the company's reputation and products enables Gerlach-Barklow to attract superior salesmen and to give them a lifetime opportunity in interesting, constructive and profitable work.

Every business firm in America is a logical prospect—a likely prospect—for one or more of the items in the comprehensive Gerlach-Barklow Line. It would be easily possible for a salesman who sold nothing but G-B Specialized Calendars to make a good living. Or he could make good earnings each week by concentrating on Complete Calendar Campaigns; he could succeed by selling only Direct Mail, or Holiday Greetings, or Booklets, or Funeral Directors' Service, or such popular good will gifts as "Paragon" Leather and Mechanical Pencils. But—ALL of these products, for which there is ever-increasing demand, are included in the Gerlach-Barklow Line, and together they give the salesman what



ERNEST E. BARKLOW
Sales Manager, Western Division

he needs to get orders from manufacturers, wholesalers, retailers, the services trades and even professional men, organizations and institutions. Because GOOD WILL is the greatest asset of any business, every business man needs Gerlach-Barklow Good Will Advertising.

There is a minimum of the seasonal about this business, even though a large part of our calendars and greetings are intended for Christmas distribution. Gerlach-Barklow products are sold throughout the year. Our biggest weeks for sales are during the "early season," a full year in advance of delivery of the calendars purchased, and the selling opportunity continues at a high level through spring, summer and autumn.

The Gerlach-Barklow salesman is in business for himself, and he represents the company in his territory. But he does not work alone. The members of the sales force, many of whom have been with G-B for from five to 30 years or more, work together and help each other. The Joliet plant and office back up the individual salesman. We do everything in our power to help every salesman increase his earnings—through personal contact and training; annual sales conventions at company expense; complete samples, sample cases and sales presentations; our weekly magazine, The Review, which reports sales trends and serves as an idea



PRESIDENT'S CALENDAR. This beautiful Kodachrome, "Nature's Golden Days," is used on the 1949 President's Calendar, now being mailed to G-B's best customers, with a personal letter from Mr. MacKeever enclosed.



JEWETT E. RICKER

A Look-in on the Business Outlook

If one is willing to think objectively, he quickly will realize that 1949 should be another big year for business. Food crops have surpassed expectations, buying power has never been greater, and total earnings and total profits have reached record-breaking levels. Our national income is more than three times what it was in fabulous 1929. Right now, without benefit of rising prices, it is running at an annual rate five and one-half billion dollars greater than last spring.

In facing the new year, let's remember: "The most tragic thing in life is to look back upon the opportunities one FAILED to take!" Let's avoid that mistake!

exchange; and through extensive well-planned advertising and sales promotion programs.

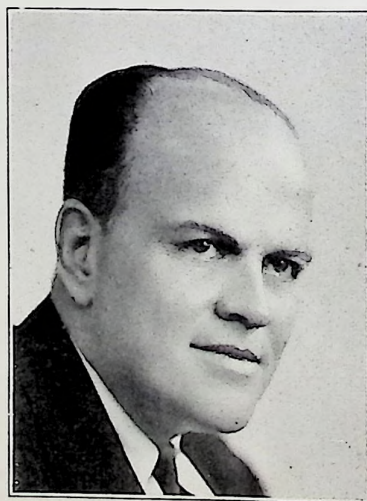
All salesmen work under the same commission-and-bonus contract, and in addition to their earnings they have the right to obtain Group Life Insurance and to become participants in a company-financed Profit-Sharing Fund which provides retirement benefits. These cooperative benefits have been carefully worked out, and they are enthusiastically endorsed by the sales force.

A number of sales contests during the year provide extra dividends for salesmen. Prizes are unusually attractive, and some of the contests are based on rules which make it possible for every man who meets the requirements to win. The Snag Club vacation trip, for instance, is open to every salesman who qualifies. There is no limit on the number of winners. The Orange Quota is another event in which the salesman competes against nobody except himself. In the recent 1948 Christmas Club contest, salesmen won many valuable Christmas gifts simply by scoring credits for each dollar of sales volume, and the credits were used to "buy" radios, fishing tackle, clothing, jewelry, toys, appliances and other attractive merchandise from the Christmas Club gift catalog.

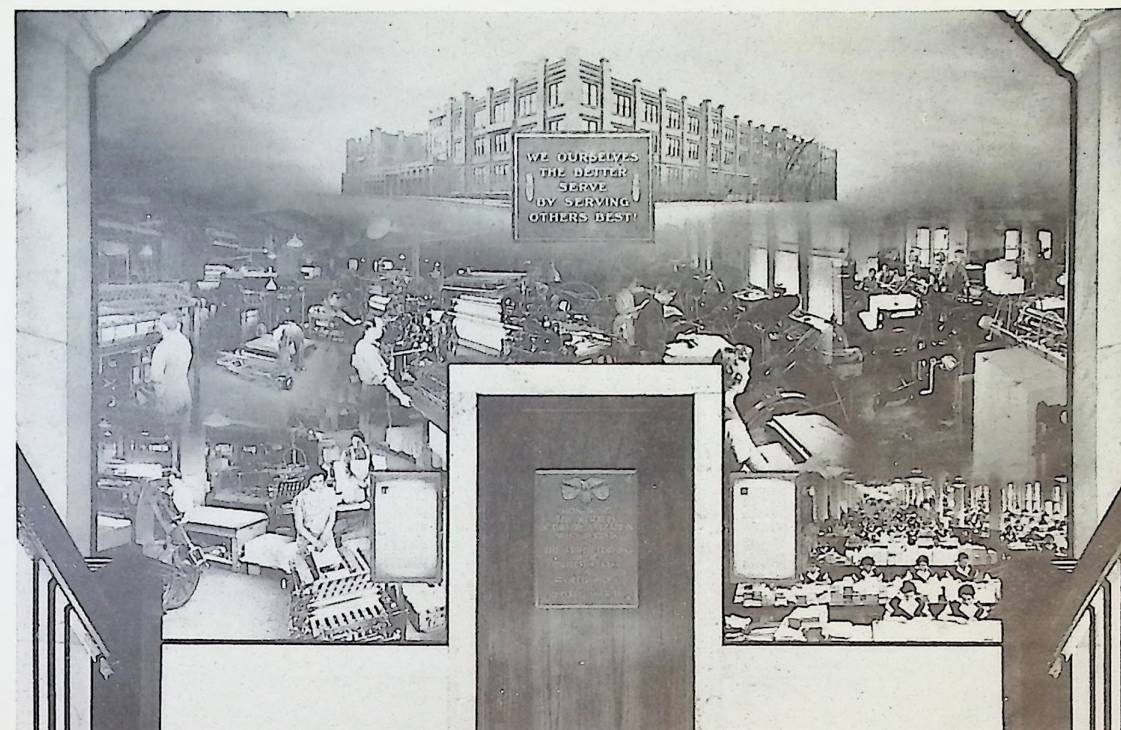
Contests scheduled for the early weeks of the 1949 selling year are fully described on pages 6 to 8 of this Review. Cash prizes offered in these contests total \$3,050.00—\$2,500 for the Early Birds Contest and \$550 for President's Awards. Florida oranges are the delicious treat offered to Quota Busters, and membership in the 1949 Snag Club is available to all who sell the required number of orders and dollar volume in the first 20 weeks of the selling year. These are prizes worth winning, and

the home office is prepared to give every salesman timely help by furnishing ideas and information, through the Review, to promote the sale of regular calendars, direct mail, booklets, greetings, FD service and specialties.

From Opening Day until the close of the selling year, every G-B salesman has a full-time job that brings big earnings. And the opportunity continues year after year!

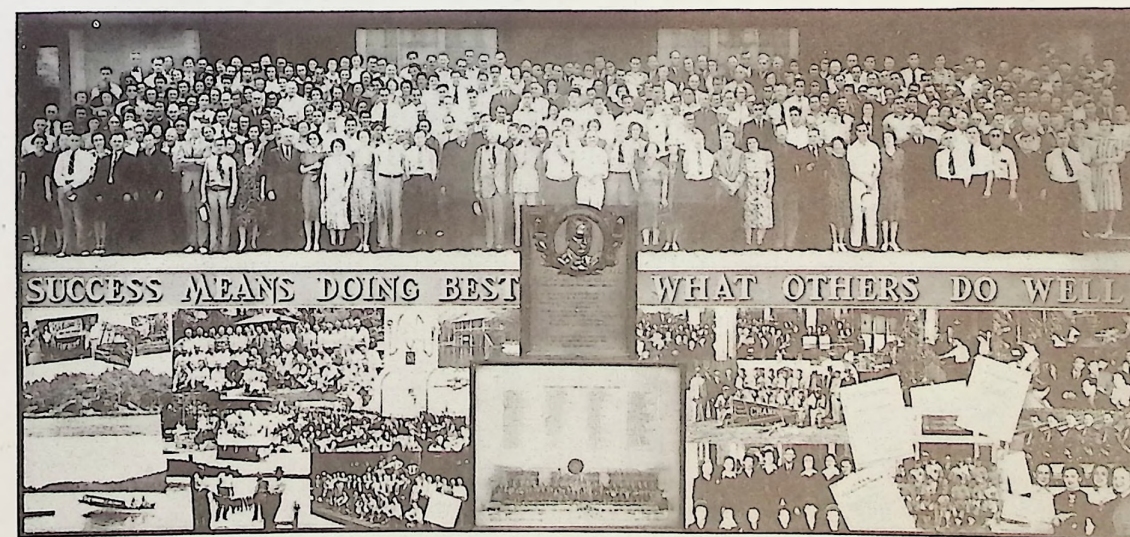
H. S. HEWLETT
Art Director

Photomurals Tell Story of G-B Plant, Products and People



VISITORS entering the Joliet office by the Richards Street doorway see the huge photomural (above) which shows a montage of the major manufacturing departments inside the plant. On the door in the center is a bronze plaque honoring members of the

organization who served in World Wars I and II. On another wall is "the G-B family album," a photo-montage of pictures of employees' activities. In the center are the T. R. Gerlach Memorial Plaque and the Quarter-Century Club roster.



Top Quality Is G-B Standard

Ever since the Gerlach-Barklow plant produced "His Last Farewell" and other masterworks of color printing in 1907, the skilled craftsmen in every department of the factory have aimed not only for good work, but for top quality on every job.

Today, in the building which occupies most of a city block between Richards, Washington and Union Streets in Joliet, a thousand men and women who take pride in the excellence of Gerlach-Barklow products daily dramatize the motto, "We Ourselves the Better Serve by Serving Others Best."

New equipment put into operation during the past year has enabled the G-B plant to produce the finest line ever published for 1950, to handle orders more efficiently and to give our customers more modern and more extensive services. There are new presses in the offset, letterpress and die cutting departments; a new high-speed camera and a new grainer in the lithographic division; new plastic-binding equipment to handle calendars like S240, S271, S280 and HG5029; new machines and ma-



A GOOD EXAMPLE of expert work by the factory is "Rose of Tralee," the brilliant Crandell subject published last fall. To give the sales force an opportunity to sell this picture for 1949 calendars, the plant made plates and printed samples in record time. The portrait of Violet Nolan, "the prettiest girl in Ireland," is continued in the 1950 Line.



terials throughout the giant printing plant, so that Gerlach-Barklow always can "do best what others do well."

The Gerlach-Barklow plant in Joliet, now ten times the size of the original building, is an impressive sight. Three stories high, it is a busy place by day, and frequently at night the fluorescent lights of the printing and offset departments add their blue-white glow to the big neon sign that proclaims the name of Gerlach-Barklow to passersby.

Inside the building, occupying more than nine acres of floor space, are an efficient office and a modern color-printing plant that is always up-to-date in both methods and equipment.

Although a completed calendar is a simple thing, merely a colorful, attractive poster with a calendar pad to make it useful for a year, it is the product of technical skill in many different crafts. Even after the raw materials are in the Gerlach-Barklow plant, many operations remain before the completed calendar emerges. In its perfection are the combined skills of photographers, retouch artists, lithographers, lithographic and letterpress printers, typographers, Linotype operators, proof-readers, finishing department workers, inspectors, die-makers and die-cutters and many others.

Actual work in the manufacture of Gerlach-Barklow calendars begins with the reproduction of an original painting—or, in tune with the times, of a natural-color Kodachrome. The typical calendar subject is an original painting by Bradshaw Crandell, Adelaide Hiebel or one of the other out-

standing artists whose work appears in the G-B Line.

Judged and accepted by the Line Committee, an original painting is sent on its way, often a full year before it is to be released. The painting goes to the camera room, where the story of quality color reproduction, a romance of accurate, painstaking craftsmanship, begins. The purpose, of course, is to reproduce the painting so that it can be printed in full color, in various sizes, on thousands of calendars of every style.

Five giant process cameras are part of the \$50,000 equipment of the camera room. They are precision cameras of the latest type, motor-operated, with an accuracy of 1/1000 of an inch.

After the painting is placed in position in one of the big cameras, it is illuminated by arc lights with

a total of 240,000 candle power. It is photographed six times, each time through a different color filter, which is placed over the lens of the camera.

In this way, the color elements of the picture are separated. On one photographic negative, all parts of the picture containing yellow are reproduced. On others, the portions containing red, pink, light blue, dark blue and black are reproduced.

Glass positives are made, one for each of the six colors, and these are taken to the retouching studio, where expert artists correct them for tonal value. The offset art department is equipped with new-type retouching tables with fluorescent lighting for accuracy, daylight color and elimination of heat.

Artists place the glass positives so that light shows through them. They compare their work with the original painting as they go along.

The glass positives have been made in only one size. When the retouching artists have perfected the color tones on the positives, halftone negative plates are made in the various sizes in which the picture is to be reproduced for the Line. The final result is six different negatives on glass, one for each color. There is a separate set of negatives for each size.

On these negatives, the design is in halftone. Lines of the halftone screen in the different color plates are at varying angles, so that the final printed picture is a blended effect, an accurate reproduction of the original painting.

When the halftone negatives are ready, it is time to pull proofs to check the accuracy of the re-

Gerlach-Barklow, 1907



production. For the purpose of making proofs, the photo-composing room now prepares zinc positives or proof plates. In a vacuum machine, with the aid of powerful lighting, a sensitized zinc plate receives the image from the negative. One such plate is made for each color, and the zinc plates are placed on the proof press, one at a time. Except for a few impressions here, they are not used for actual printing. Progressive proofs are prepared. If any imperfections are noted in the proofs, the plates are corrected.

After the full-color proofs receive their final OK, the photo-composing or plate-making department goes about the business of preparing press plates for a stock run.

Plate-making is a precision job, demanding perfect equipment and skillful workmanship. The Gerlach-Barklow plant is equipped with the latest type, most accurate plate-making machines, whirlers or coating machines, and negative registering devices. On the plate-making machines are accurately-ground blocks of the hardest steel made, used for getting accurate spacing between designs on the

press plate and assuring perfect register in printing. The combined plate-graining and photo composing equipment cost more than \$50,000. It is precision equipment, operated by expert craftsmen.

The press plates made in the photo-composing department are thin, flexible sheets of zinc, specially grained and sensitized so that when light is directed through the negative onto the plate, the proper image will be photographically reproduced. All press plates are made photo-mechanically, and one press plate is made for each of the six colors that must be printed to make up the complete reproduction.

Because the same six colors are used for all pictures, a press plate usually contains several different pictures in various sizes, to fill the plate. A Crandell girl, a Bluebird picture, a Safety subject and a landscape all may be printed at one time on the same sheet, and there may be two or three sizes of each subject.

When the press plates are ready, they are taken to the lithographic offset presses for printing. In the press room, the flexible zinc press plate is

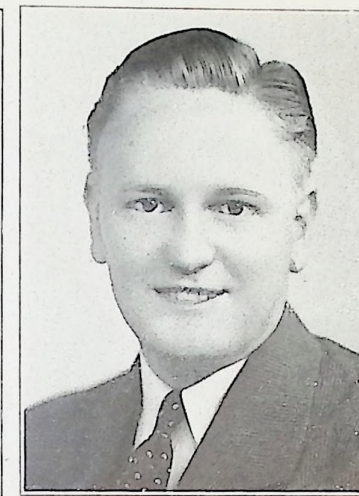


IN THE FINISHING DEPARTMENT, a block-long, brightly-lighted room, skillful girls perform a hundred painstaking tasks to make every order perfect before shipment. There are machines for tin-

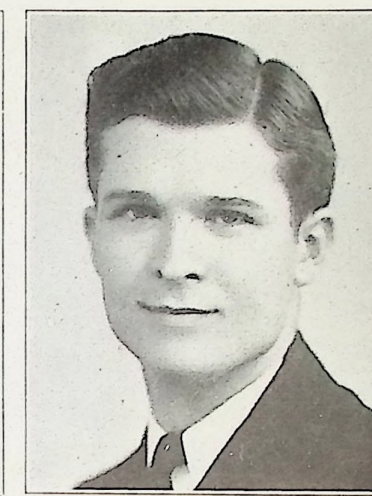
ning, punching, deckling, wire stitching, plastic binding, etc., but much of the finishing work must be done by hand to insure accuracy.



WILLIAM S. RICKER
Sales Promotion



J. OSCAR TAPIO
Special Orders



ANTHONY F. VIDMAR
Credit Department

securely clamped around a metal cylinder. The plate does not directly touch the paper, but impresses ink on a rubber-blanketed cylinder, which in turn offsets the ink onto the paper, which is brought into contact with the rubber blanket by a third cylinder.

In offset printing, the press plate does not have raised surfaces like that of type used in job printing shops, but is treated so that the printing areas are greasy. They repel water, but take up ink. The parts of the plate that do not print absorb water, which repels ink. When the press is in operation, the plate cylinder receives both water and ink from separate fountains. Because only the printing areas hold ink, only the correct image is inked onto the rubber-blanketed cylinder when it comes in contact with the plate cylinder. The rubber blanket then offsets the ink onto the paper. Because the rubber is resilient, it presses the ink firmly into the surface of the paper making a soft, clean impression.

Each of the six color plates is printed on the large press sheet of white paper. When all colors have been printed, the full-color reproduction of the original painting is complete. In an ordinary press run, 25,000 sheets go through the press six times.

Gerlach-Barklow's offset presses are modern and efficient. There is a battery of large Harris presses and another battery of smaller ones. Their cost was about \$250,000. On these presses, in addition to prints for art mount calendars, are printed large hanger calendars, calendar pads, designs on cardboard for art mount backs, blotters, post cards, house organ folders, greeting cards, religious calendars and many other Gerlach-Barklow products.

When the press run is finished, the full sheets, each containing twenty or more individual pictures, are taken to the cutting department. This is a large, well-lighted room, where Seybold heavy-duty cutting machines trim the big sheets into small prints. Razor-sharp 75-inch blades slice through 250 sheets of paper at a time. All machines are equipped with latest safety devices.

From the cutting department, the trimmed prints go to the inspection department, then to the finished



SURE TO BE POPULAR is this appealing subject by Arthur H. Hider. The title, "Come On In," suggests such salable copy ideas as "Come on in—we'll wash your car," "Come on in for a refreshing chocolate soda," etc. It is a picture which can be used by any line of business.



KATHERINE MELCHER
Sales Promotion

THE JOLIET OFFICE is in operation to make selling easier for you, both by giving you information and by servicing orders to the satisfaction of your customers. Many men and women, all of whom take a personal interest in the sales force and G-B customers, share the responsibility of handling orders and records. The individual pictures on these pages are intended to help the sales force know the people who answer letters, quote prices, edit the Review and otherwise have frequent sales correspondence.



VERA J. STERNER
Direct-Mail Orders

stock department, where they are stored on shelves until needed in the finishing department for the manufacture of individual calendar orders.

All of the operations so far described have been for the purpose of providing shelf stock to fill orders. Offset printing is employed chiefly for stock items which are manufactured in large quantities in anticipation of orders. Considerable work on shelf stock is also done on the high-speed automatic presses in the job printing department; in the die-cutting department, where front or top-sheets for deluxe calendars are cut out; and in the steel die department, where the engraved funeral directors' items, greeting cards, etc., are produced.

Most of the other departments in the Gerlach-Barklow factory go into action after orders are received.

The job printing department's chief function in the production of individual orders is to set type for customers' advertisements and imprint these ads on calendars. Equipment in the composing room includes Linotype, Intertype, Ludlow and Elrod machines for casting type and rule borders, as well as many cases of special type, of both metal and wood, that is set by hand. Machine-setting provides new type for every imprint.

When an order reaches the printing department, an experienced typographer determines what sizes and styles of type will make the customer's imprint look most attractive in the available space. (Ordinarily, customers' advertisements are set up in the style used on the regular samples of the calendar ordered.) The ad is then set in the type specified, and a proof is pulled. Expert proof-readers check the proof against the original copy, letter

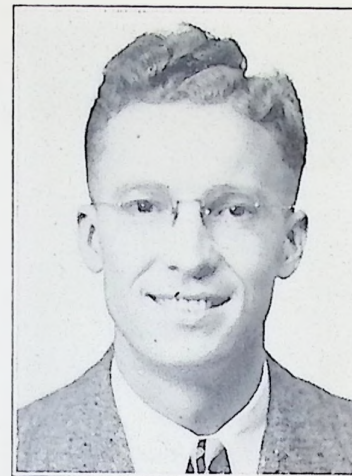
for letter, before the order is released to the press-room for printing.

The job printing presses, with a combined capacity of half a million impressions per day, include automatic high-speed presses as well as many hand-pressed presses, both large and small.

After the customer's advertisement is imprinted on the calendars, the mounts are sent to the finishing department—a huge, well-lighted room with win-



BRADSHAW CRANDELL, here making a preliminary sketch of Miss Violet Nolan, is represented by five outstanding subjects in the 1950 Line: "The Golden Girl," "Polly Has a Rival," "Well Done—Western Style," "Youth and Romance" and "Rose of Tralee," a portrait of Miss Nolan.



EARL T. PERIN
Order Department

YOUR ORDERS, when they arrive in the mail, are routed to a number of departments which make records and check on details. They are handled expeditiously and carefully, and the usual procedure is to send them to the factory for completion as soon as possible after they are received, recorded, audited and accepted. It is important that every order be complete and correct when it reaches Joliet, for incomplete or irregular orders cause confusion all along the line. White copies of orders, used for Review facts, should be clear and legible.



HERBERT L. RODEN
Order Department

dows on four sides, where trained workers finish all Gerlach-Barklow products for shipment. Operations include tipping of prints, assembling of top-sheets, attaching pads, hole-punching and cord tying tinning hanger calendars, plastic binding, folding, attaching title leaves and inserting calendars in envelopes or mailing tubes.

A final important step is inspection. No order is wrapped or packed until each piece has been carefully checked. If a finished calendar is imperfect in any way, it is discarded.

From the time an order reaches the office until the finished calendars have been inspected and wrapped for shipment, each order receives individual attention. By the time a calendar is ready for delivery to the customer, it has been transformed from a stock item into a specialized advertising medium that is ready to do a specific good-will-building job for the individual advertiser.

The home office and factory are organized to manufacture and ship thousands of orders, large and small, in the course of a year. To give you and your customers good service, it is necessary to maintain efficient routine from the time an order arrives in the mail until the finished job is inspected and shipped.

Your pricebook and other instructions give you all the detailed information you need to make COMPLETE sales, so that once an order is received, it can be handled without extra correspondence. Efficiency in manufacturing starts with YOU and the specifications and instructions you write on each order. When you call on a buyer, you should have in mind all details of the sale you intend to make—know your subject, prices, specifications and all, so that you can make a definite

sale, with nothing left open for future decision. After you have the customer's signature on the order, you should recheck all details, while the proposition is fresh in your mind, and be sure that everything is accurate and legible before you put the order in the mail.



UNLIKE PAINTINGS, original Kodachromes are never framed. Our printed reproductions, in actuality, all are "originals," because the color photos must be reproduced before they can be appreciated.

Follow-Up Subjects Are Sales Leaders

Gerlach-Barklow "follow-up subjects," calendar pictures which carry forward the story told by similar pictures in preceding G-B lines, are the most productive numbers we publish, both for the sales force and for our customers.

From the salesman's point of view, follow-up subjects make selling easier from year to year. A customer who orders the Bluebird, the Safety subject, the girl-and-parrot or Will Rogers this year is almost sure to want to continue with the new picture in the same series next year.

From the advertiser's viewpoint, follow-up subjects are the best calendar investment because they provide *repetition with variation*. By using related pictures year after year, the customer "trade marks" his advertising. The folks who see his calendars recognize the style. They know the advertiser's name at first glance. But each year the new picture, although similar to previous subjects, is fresh and bright with new interest and attention value. The style of the pictures gives the year-to-year calendar campaign *continuity*, while the changing situations in the successive pictures provide *novelty and freshness*.

Follow-up subjects also are the pictures best suited for use in complete calendar campaigns. They are perfect advertising illustrations for use on calendars of various styles and sizes for the locations

in which calendar advertising is desirable. By using a complete campaign of "The Bluebird's Guest" in 1949, a Gerlach-Barklow customer can gain complete coverage of his trading area. He puts R4 indoor billboards in such public locations as bank and hotel lobbies, barber shops, factory entrances, garages, warehouses and large offices. He puts smaller roll hanger—with the same Bluebird subject—in retail stores, beauty shops, restaurants, business offices, etc. He puts deluxe mounts in private offices and the living rooms of homes, and he puts recipe calendars in the kitchens and farm record calendars in rural homes.

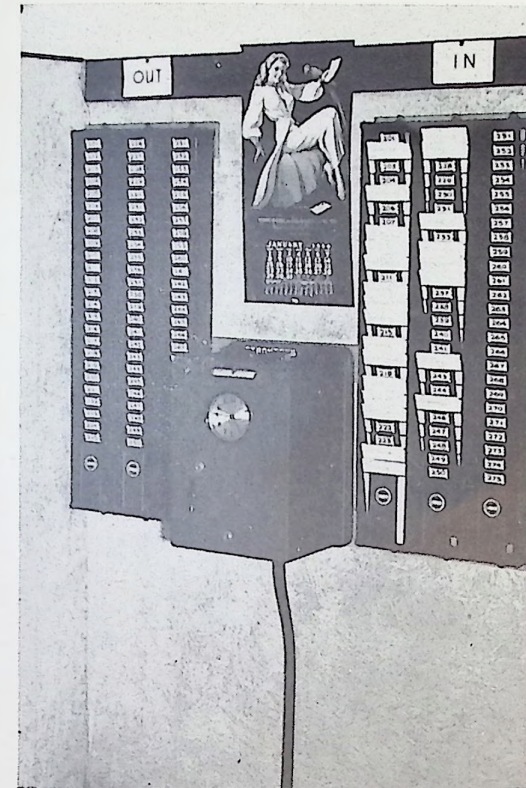
All of these calendars carry "The Bluebird's Guest," and they have this line of copy below the picture: *Follow the Bluebird to Benton's Auto Supply Company!* Wherever buyers go, they see the Bluebird calendars. Each time they see the Bluebird, they are reminded of the Benton's Auto Supply Company, and when they need tires, seat covers or license plate holders, they "follow the Bluebird" to Benton's.

During 1949, the various calendars in desirable locations all over town repeat and repeat and repeat the customer's business invitation. They win good will and confidence and make buyers think of Benton's first.

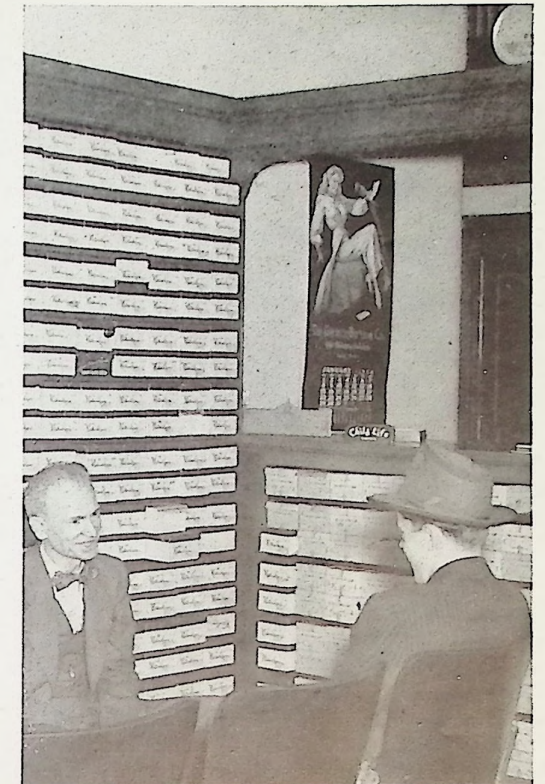
Then—when 1950 comes—the advertiser keeps the ball rolling by following up his "Bluebird's Guest" calendars with the new 1950 subject, "My Bluebird's Here Again." His complete campaign for 1950 builds upon the foundation laid by the 1949 cal-

1950 Girl-and-Parrot Subject Is Brightest, Best of All!

THE TWENTIETH in G-B's famous series of girl-and-parrot subjects by Bradshaw Crandell is "Polly Has a Rival," one of the most colorful pictures the artist has created. It will win many orders on Opening Day from customers who are using "Naughty! Naughty!" (right) on their 1949 calendars, and who have successfully used many or all of the preceding subjects in the series. "Polly Has a Rival," featuring the letter, is a picture which sells itself. Buyers like it at first glance and recognize it as a great good will poster. Good copy for use with this subject is "Write—Phone—or Visit Us Soon!"



CLOCKS AND CALENDARS help folks to keep track of time and dates, and there's no better location for a calendar than alongside the time clock in a busy office or factory.



COMPLETE CAMPAIGNS put the advertiser's message everywhere that buyers go. Calendars in retail stores follow people who have money in their pockets, repeating the sales story.

endars. Use of a similar picture gives his calendar advertising continuity. Use of a new Bluebird subject gives the advertising enough variation to attract renewed and intensified attention.

For 1951 the customer will have another great G-B Bluebird to carry forward his calendar program, and through the years the people of his community will think of Benton's every time they see a Bluebird picture.

Other subjects in the 1950 Line have the same continuity value, and they will be followed by equally fine successors in future years. The typical G-B follow-up subjects are described below:

MY BLUEBIRD'S HERE AGAIN. As already explained, the Bluebird subject is excellent for complete, continuing campaigns. The 1950 picture is the 25th in the series, and many of our customers have used every Bluebird picture we have published. The title leaf for "My Bluebird's Here Again" tells the significance of the "Bluebirds for Happiness" theme.

POLLY HAS A RIVAL. Latest of 20 girl-and-parrot subjects painted for Gerlach-Barklow by

Bradshaw Crandell, the amusing 1950 subject is perhaps the most colorful of them all. When a camera crew from the sales promotion department recently toured Joliet to take pictures of "Polly Has a Rival" hangers in various locations, clerks in stores and offices, and their customers as well, exclaimed, "That's beautiful! We'd like to keep it right there!" The picture invariably commanded immediate favorable attention. Like "Pretty Polly," "Mischievous Polly," "Polly and Her Pal," "Naughty! Naughty!" and other previous subjects in the series, "Polly Has a Rival" will please G-B customers who have adopted the girl-and-parrot as their trade mark and use the new picture each year.

YOUTH AND ROMANCE. For a number of years, Bradshaw Crandell has painted a lovely girl holding a bouquet of roses for the G-B Line. The 1950 subject, less sophisticated than such pictures as "From My Sweetheart," "The Kiss of a Rose," "Beloved" and "Especially for You," may prove even more popular than its predecessors. Hundreds of florists wait for the Crandell girl with roses each year, and they use the subject on complete campaigns

of roll hangers, household calendars, S263 and fold-over greeting calendars.

WELL DONE—WESTERN STYLE is a follow-up for "Ready for the Roundup," "Darling of the Ranch" and "Yippee," and **THE GOLDEN GIRL** is a follow-up for any of Crandell's previous subjects. A number of customers achieve continuity in the calendar advertising by relying on Crandell's style, rather than by carrying out a specific idea in each calendar subject.

THE SAFE WAY. Gerlach-Barklow's greatest success in selling complete campaigns is in connection with the Safety idea, and the 1950 subject should attract many new Safety sponsors in addition to the regular customers already using complete Safety campaigns. See more detailed information on another page.

HE WROTE TO MAKE MEN THINK, a new portrait of Will Rogers by Hector E. Serbaroli, carries on the tradition of one of the finest follow-up campaigns we publish. Timely and artistically perfect, "He Wrote to Make Men Think" is a worthy successor to "A Friend to All Mankind," "The Sage of Claremore," "The Beloved Philosopher" and all the other Will Rogers subjects we have published. Calendar portraits of Will Rogers are treasured by the people who receive them from Gerlach-Barklow customers. We frequently hear of admirers of Will Rogers who have framed all of the pictures. Parents like Will Rogers calendars, which enable them to teach their children the ideals of friendliness, good humor and good will. Will Rogers calendars do foster good will. One of our customers recently re-

You Should Have a Bluebird Customer in Every Town!

THE BLUEBIRD is the most famous of Gerlach-Barklow follow-up subjects, and "My Bluebird's Here Again" is the 25th in the series. It is the work of Adelaide Hiebel, who also painted "The Bluebird's Guest" for the 1949 Line. The late Zula Kenyon painted the first Bluebird subject for the 1926 Line and continued her work for several years thereafter. Miss Hiebel has done the highly successful Bluebird pictures since the early 1930's. Besides "My Bluebird's Here Again," she created five other subjects for 1950. Every Ger-



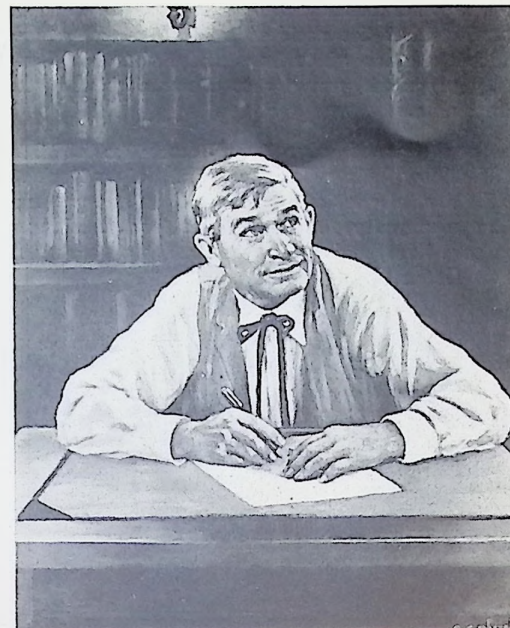
lach-Barklow salesman should aim for one Bluebird account in every town.

ported that his competitor had hung our customer's 1948 calendar, ad and all, in his office.

CLEAN AS A WHISTLE. Always among the leaders in sales are Adelaide Hiebel's heart-warming pictures of small boys engaged in various enterprises. "The Vagabond" and "Read All About It" were among the most popular pictures in the series, but we fully expect "Clean As a Whistle" to outsell all previous subjects of the same type. This picture is perfect for specialized advertising by automobile dealers as well as auto service stations and garages, for new-car dealers are promoting their service departments these days. "Clean As a Whistle" is also a good calendar subject for dairies, laundries, insurance agencies and many other customers.

AND MAKE US GOOD BOYS. Very similar to "Clean As a Whistle" in interest, this unusual picture by Miss Hiebel offers many opportunities for "idea sales." If care is used to avoid irreverent wording, many inspiring prayers can be put into the mouth of the kneeling boy. As suggested on the inside back cover of this magazine, good safety copy for this subject reads as follows: "... And please help everyone to drive carefully!"

TAKE ME TOO. Last year's "Wanted a Home" featured five dogs, and the picture told a story, and "Take Me Too" follows out the same theme. Read the title leaf for an outline of the story of the picture. Suggested copy for complete campaigns using this subject: "Take Me Too when you go to DAVID'S DINER!" Or—"Go to GRAY'S GENERAL STORE and Take Me Too!" Or—"Ride in Comfort in a NEW NASH and Take Me Too!"



Will Rogers—A Name That Grows with the Years!

WILL ROGERS, loved by Americans old and young, recently was honored by the Will Rogers commemorative stamp, which the post office issued on his 69th birthday. A new portrait of Will Rogers, "He Wrote to Make Men Think," is a particularly timely subject to dramatize the words quoted in the postage stamp design:

"I never met a man I didn't like." Hector E. Serbaroli has made this 13th Will Rogers portrait a real masterpiece, a suitable follow-up for last year's "Humorist, Philosopher, Friend." Every G-B salesman this year should approach the goal of "A Will Rogers customer in every town."



OTHER FOLLOW-UPS. Almost all of the 1950 subjects more or less follow, in idea or style, successful pictures of other years, "Lucky Pup," although it is reproduced from a painting instead of a Kodachrome, suitably follows "Up in Arms." "Land of Contentment," a Kodachrome of a dairy herd, is much like "A Lazy Summer Day" in the 1948 Line, which was supplanted last year by "Sunshine and Shadow," in which beef animals were featured. "Haven't Scratched Yet" continues the very popular series of chick subjects, following "The Chicks and I," "The New Arrivals" and "Breakfast Is Served." The youthful couple in "All's Right with the World" carry on the story of young romance told in "When Hearts Are Young" and "Sunshine of Youth." "Belle of the Prom," by Pearl Frush, will appeal to customers who last year bought "Sweet and Lovely," and who chose "My Dream Girl" in the 1948 Line. "The Best in the Bunch," radically different in style from anything in last year's line, still is similar in artistic quality to "Meeting on the High Seas" and "Winter's Crystal Splendor," and will get orders from buyers who want "big-name" art. "Come On In," the latest Hider subject, is a follow-up for "Good Neighbors," and "Does That Mean Us" is an improved successor to "A Quick Getaway." Western pictures—"God's Handiwork," "Song of the Waterfall" and "Nature's Temple"—are more than just landscapes. Like "Winter's Crystal Splendor," they tell an interesting and educational story. "Winter's Blue and Gold," although photographed in a different part of the country, has the Christmasy beauty of "Winter's Crystal Splendor" and will be particularly popular on greeting calendars used by execu-

tives who choose the same subject for R2 hangers. "A Perfect Setup" and "The Right Spot" follow "Ready for Action" and "An Angler's Dream," and both of these sporting subjects can be used in complete campaigns which are to include S270 Fishermen's Calendars and S275 Hunting and Fishing.

In planning complete campaigns using the new 1950 subjects, think of **LOCATIONS** first, and then fit the subject and the styles of calendars to be used to the positions in which they are to be displayed. Work out simple, specific copy. Tailor the proposed campaign to fit the needs and the budget of your

Dominate Your Territory!

Every calendar you sell becomes an advertisement for **YOU** as well as your customer. The more indoor billboards and complete campaigns you sell, the more buyers know about you and your G-B Line!

prospect. Then make a specific, factual presentation, selling locations as well as pictures and calendars, and offer a planned campaign more or less on the "package" basis. Explain that a workable formula is to use as many jumbo hangers as there are available locations; that smaller roll hangers with the same picture should be placed in other locations; that important individual customers should be presented with deluxe calendars with the same picture; and that recipe, farm record and greeting calendars can be used effectively to gain complete coverage with the chosen calendar subject.

More Cars, More People: More Need for 'Safe Way'

With more automobiles on streets and highways, and the population of the United States increasing rapidly, there is an ever-growing need for safety education which gives Gerlach-Barklow salesmen a great opportunity to sell Safety Campaigns in 1949.

There also is an intensified interest in safety programs which promises to help "The Safe Way" become the most successful and most effective Safety subject ever to appear in the G-B Line.

In addition, enthusiastic acceptance of our "Safety Sue" and "Safety Steve" booklets by police, civic and school authorities from coast to coast makes it possible for G-B men to create new accounts by selling the booklets and various styles of calendars in complete campaigns.

Another factor which helps to sell more campaigns is the civic pride stimulated by the National Safety Council's annual announcement of its honor roll of the nation's safest communities. In 1947, when the traffic toll was 32,500 killed, 1,365,000 injured, the Safety Council still was able to cite 405 American cities which went through the entire year of 1947 without a single traffic fatality.

These communities, many of which have maintained perfect records for two, three, four or more years, naturally are proud of their achievements and are doing everything possible to keep their streets safe by teaching safety to the school children and continually reminding grown-ups that *safety does pay*.



Many other communities have good records, too. The fact that the accident toll actually has been reduced in cities which have undertaken intelligent safety programs proves that community teamwork gets results.

A well-planned educational campaign of Gerlach-Barklow Safety Calendars and Safety Booklets can be a vital part of a successful safety program in any community, for our booklets *teach* the lessons that save lives, and our calendars *repeat* important safety lessons every day.

In presenting Safety Campaigns, you can use the "ABC presentation" effectively. It's as simple as ABC, for those familiar letters stand for *Always Be Careful*: "Careful people don't get hurt. Gerlach-Barklow Safety Campaigns teach the ABC's of safety and remind your neighbors to ALWAYS BE CAREFUL . . . every minute of the day, every day of the year. SAFETY CAMPAIGNS PAY. They build good will by making your community safer, helping your customers and their children to lead happy, healthy lives!"

Because "The Safe Way" is an editorial poster and an advertising illustration which becomes a calendar "trade mark" when the same picture is used on all calendars in a complete campaign, it can be presented in a logical, simple manner, on this outline:

Calendars are your best buy in advertising. Gerlach-Barklow calendars work for you 365 days a year, constantly bringing your message to the attention of your customers and prospects. They "buy" wall space—advertising locations—otherwise unob-

Sell Safety Campaigns— Calendars and Booklets, Too!

LAST YEAR "The Safety Lesson" won hundreds of new accounts, and the 1950 follow-up, "The Safe Way," is a safe bet to do still better. Factual presentations, citing local statistics on traffic accidents and offering specific suggestions for distribution of Safety calendars in schools and public places, have been responsible for more and more sales of complete campaigns. Safety booklets always should be offered in connection with Safety calendars—and vice versa. Safety calendars win valuable publicity for many G-B customers. Newspaper editors are glad to publish pictures of G-B customers presenting Safety calendars and booklets to school children.



Here from our place on top of the world,
We watch all the traffic below:
We hope and we pray that the motorists there
Will drive very carefully and slow.
If they're thoughtful and courteous and cautious,
Watch their speeding and signal each turn,
They'll save lives and set an example
For all who have lessons to learn.

Safety Verses for 1950

SAFETY CAMPAIGNS are so much in demand that G-B men often need additional Safety subjects to sell to avoid confliction. When you have sold "The Safe Way" to one customer in any community, adapt another picture for Safety advertising by another customer. Roger Langston of the sales promotion department has prepared the verses at left and below for use with "On Top of the World" and "My Bluebird's Here Again."

My pretty Bluebird's here again,
I talked to him today;
And when I saw him in my yard,
Here's what he had to say:

"Be careful, kind and courteous,
And never be too hasty,
And as you grow, be sure to know,
The A-B-C's of Safety!"

Verses for other 1950 subjects will be published soon. Safety copy for "And Make Us Good Boys" is shown on the inside back cover of this Review.

tainable at any price. The beauty of G-B calendars makes them welcome in any home, office, factory or public place. The calendar is indispensable. Busy people consult calendars many times each day because all business and social activities are planned by the calendar. Your calendars are good-will insurance. They build confidence in your business. Complete coverage with G-B calendars is your assurance that customers will think of you when buying decisions are made. This economical advertising costs you only a fraction of a cent per day per calendar.

Safety Calendars give you extra value! The human-interest picture tells a story which appeals to everyone. It is an illustrated safety lesson which continually teaches both children and adults the rules of safety. Unselfish advertising with Safety Calendars helps to promote business leadership and civic leadership for you. Your complete calendar campaign helps to prevent accidents by reminding citizens of their duty to their community and their responsibility as automobile drivers. Your calendars safeguard the welfare of children by teaching safety and making residents and visitors safety conscious. You win the gratitude of parents by showing that you are anxious to protect their sons and daughters. You enlist the cooperation of the entire community in promoting a powerful Safety Campaign. Your calendars win the approval and endorsement of school authorities, safety committees, civic organizations, the police department, newspapers and other influential agencies. Preferred position for your calendars is gladly given because they are a constructive contribution to community welfare.

Complete campaigns produce maximum results. When you adopt "The Safe Way" as the subject for different styles of calendars which give you complete coverage of your community, the picture becomes your "good-will trade mark" and is recognized everywhere it is seen. Your calendars give you complete, economical coverage of desirable advertising locations on walls, and your "Safety Sue" and "Safety Steve" booklets reach the children and their parents. Your campaign should include: "Indoor billboards" and other roll calendars for schoolrooms, large offices, factories and public places; beautiful art mounts and deluxe gift calendars for private offices and living rooms of homes; useful recipe calendars for kitchens; farm record calendars for rural dwellings; greeting calendars for use as personal Christmas cards.

Results grow—year after year! When you use Gerlach-Barklow Safety Calendars in a continuous campaign from year to year, each new calendar builds on the good will won by its predecessor. Your message reaches children as they grow up and your business invitation is kept constantly before the eyes of customers and prospects. Previous years' benefits are repeated and extended, and your community profits and grows as a result of your consistent, continuing safety education.

Simple distribution plans! By obtaining permission to hang calendars in classrooms and distribute booklets in the schools, you get a ready-made distribution program—and enlist the help and cooperation of school authorities and the police department. Teachers use "Safety Sue" and "Safety Steve" as textbooks.

Specialized Calendars Are Big Business!

Gerlach-Barklow specialized calendars bring in numerous orders—and big orders—because they contain useful and valuable information in addition to the calendar pad. Recipe and farm record calendars are an important part of the typical complete campaign most desired by our customers, and even calendars like S270, S275 and S280, which do not permit choice of pictures, can be used in complete campaigns in connection with indoor billboards and art mounts using pictures of similar style and interest.

The beautiful new 12-sheet S280 can, for instance, be used in a complete campaign by a customer who selects "Sunnybrook Farm" for his R2, R8½ and R16 hangers. Francis Dixon, who painted "Sunnybrook Farm," also is represented in S280 by the January subject, "The American Way of Life."

Similarly, customers who choose "Does That Mean Us" for roll hangers and recipe calendars can suitably carry out the complete campaign idea by sending S275 Hunting and Fishing Calendar to sportsmen. S275 contains four excellent bear subjects with the same interest as "Does That Mean Us." Other customers who use "The Right Spot" or "A Perfect Setup" for regular calendars also will find S275 a valuable part of their advertising program. Others who buy the fishing picture will order the S270 Wylie Fishermen's Calendar for distribution to individual customers and prospects who are enthusiastic anglers.

Inclusion of "And Make Us Good Boys" in the 1950 Line gives the sales force an unusual opportunity to sell additional calendars to customers who ordinarily concentrate on Religious Calendars distributed through the churches. Many such advertisers will thank you for suggesting that they extend the benefits of their R19 distribution by

The Sportsman's Thanksgiving

From S270 for 1950

*Let us give thanks for the open sky,
For the fish that swim and the birds that fly,
For the lakes like jewels among the pines
Where the wild deer gaze as we cast our lines;
Let us give thanks—and, by sportsmanship,
show
That we'll cherish and keep the freedoms we
know.*

—Richard S. Williams.

A Fisherman's Christmas

From S270 for 1950

*If the lights on your tree at Christmas
Seem as bright as the eyes of a trout,
If you fail to hang up your stocking,
But, instead, set a wading boot out,
If the nylon you choose for the missus
Is three-ply and wound on a spool—
You're not just a casual sportsman:
Old son, you're a fishin' fool!*

—Richard S. Williams.

placing R4 and R7½ hangers of "And Make Us Good Boys" in prominent locations around the town. Although the Hiebel boy-and-dog subject is entirely different from the biblical paintings by Kenneth Barrick in our R19's, it has just enough similarity of moral tone to make the different calendars work together effectively in a complete campaign.

More colorful and more attractive than ever before, the new recipe calendar should please customers and prospects. "Ideas for Good Meals" is the title of the new recipe pad for S256, S257 and S260, and those ideas number more than a hundred. Nineteen appetizing menus—one for each month and one for each day of the week—are included in the new recipe book, and they are featured in illustrated layouts throughout the pad. The decorative sketches were drawn especially for this pad, and they are printed in red and black for maximum attractiveness.

All of the specialized calendars in the 1950 Line are styled for salability and usefulness, and numbers continued from last year are greatly improved. The S271 Gift Calendar now boasts a handsome cover sheet, a title page which serves as a personal greeting and allows the customer's imprint to be permanently part of the calendar. The title page calls attention to the quality and beauty of the six color etchings by Paul Emile LeComte which make the 1950 Gift Calendar truly a collector's item.

The 1950 edition of S275 is even more beautiful than the 1949 Hunting and Fishing Calendar, with a dozen excellent sporting pictures in full color, the bright and interesting fishing forecast, and worthwhile information on hunting, fishing and conservation.

Similarly, our best-selling S270 Fishermen's Calendar is completely restyled, with new copy and layouts and a neat blue color scheme, in addition to a new series of Gaar Williams cartoons and George W. Wylie's complete fishing forecast for every hour of every day in 1950.

Don't Wait Till Fall To Sell Greetings!

Although calendar buyers everywhere seem to realize the advantages of ordering early—sometimes a year in advance, as will be proved time and again on Opening Day—the majority of Christmas card customers still wait until the last minute—September, October or November—to place their orders for holiday greetings.

Such procrastination is completely human and perfectly understandable. For—whereas calendars are purchased for advertising purposes, the choice of greeting cards is a matter of sentiment, as much as logic, and most people find it difficult to select holiday greetings until the first frost and falling leaves force a realization of the fast approach of the holiday season.

Obviously, it is advantageous for our customers, as well as for us, to sell HG orders early in the year. For maximum volume and fully satisfactory service, it is necessary to sell greetings, like calendars, on a 365-day schedule.



THIS CHRISTMASY SCENE is from "Landscapes We Love," a new direct-mail series. It is a picture suitable for HG5006, HG5025 and foldover greeting calendars. It is one of two snow scenes in the new landscape series by Gunderson.



BIRD OF PARADISE. This beautiful arrangement of an interesting bouquet is an excellent picture for use on HG5025 for Christmas or Thanksgiving greetings, and on BG5025 for unusually artistic birthday greetings. It is from the new direct-mail series, "Flowers for You."

Therefore, it is strictly up to us to offer holiday greetings attractive enough to induce our customers to order early. Our greeting line must be good enough to get a definite decision from buyers the very first time they see the G-B greetings.

The 1950 HG line—to a greater degree than any previous greeting line—offers sufficient quality and variety to win immediate decisions and to get orders in early.

Now—before Opening Day—look at the new HG line. Not only is there a first class follow-up for every style you sold successfully last year, but there is a NEW design which gives you a good chance of selling every order you failed to land in 1948. Quality is improved, designs are more attractive, and the line is balanced to answer every need—from inexpensive greetings for large-quantity use to deluxe, jewelry-store items for the most discriminating executives.

The line is styled to give anyone the Christmas spirit in January, June or July—so don't wait until next fall to sell greetings. Sell 'em now!

Alexander

The GREAT Pencils and Pens

Recognizing the demand for quality mechanical pencils, Gerlach-Barklow consistently offers the best available, carefully selecting the most reliable lines. Recently we made arrangements with the Alexander Manufacturing Company, designers of what we believe to be the most modern and desirable pencils in the advertising field, to handle their products exclusively for the good-will advertising trade. The following description of Alexander products is from a special statement by

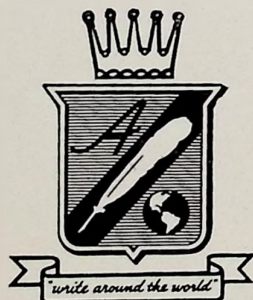
FRANK N. ALEXANDER
Alexander Manufacturing Co.

To determine specifications for a new pencil to be offered to the American public, the Alexander Company studied nationwide consumer analyses which furnished a cross-section of opinion on the features most desired in mechanical pencils. When this information had been interpreted, we constructed experimental models incorporating the "most-wanted" features. These models were submitted to consumer juries to test their usability and attractiveness. Modifications based on consumer criticism were made before the final designs were accepted for manufacture, and the result is that the perfected product conforms to the requirements specified by the public.

These specifications, desired by approximately 78 per cent of the public, were: a utility pencil in the one-dollar price range, embodying the features of fine-line lead, jumbo exposed eraser that is easily adjustable and replaceable, an engine-turned finger grip, a clip capable of holding securely to any pocket,

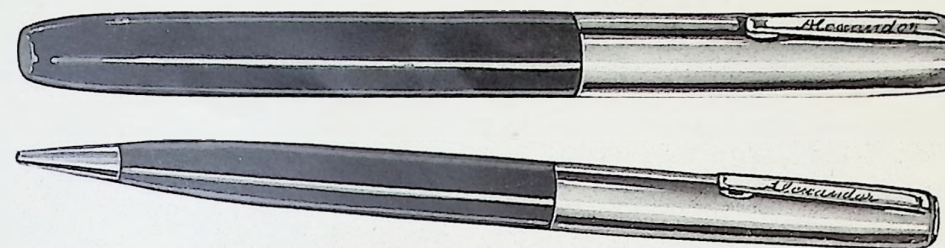
a mechanism engineered for lasting and satisfactory service, and the popular colors of dubonnet, gold, silver, black and blue (which appear to find preference in the order given).

The precision propel-repel-expel mechanism, a guarantee of quality and serviceability, is characteristic of Alexander pencils. This outstanding mechanism utilizes a clutch made on what is known as a "progressive die" of our own design. This die produces a clutch which is precise to two ten-thousandths of an inch, insuring a clutch body of uniformity and strength otherwise unobtainable. The round clutch pin, unique in this particular mechanism embodies a design which prevents it from "rearing up" and catching on the main body of the mechanism and from shearing and breaking the lead during expelling action. The lead tube employs a special feature which assures trouble-free operation and long life. The walls of the slot in the tube are straight and parallel, affording maximum bearing for the clutch body. The adaptor lead tube assembly is made with specially designed tools to insure perfect alignment of the two mating parts. This operation is extremely important in preventing lead breakage and improper action. The spiral is wound in conventional manner, but an added operation of sizing allows a finished spiral that fits perfectly with the clutch assembly. Three bushings complete the precision mechanism, and the entire assembly is staked together under a controlled pressure of 36 pounds. The care with which this mechanism is



Emperor and Empress

Both the Emperor, for men, and the Empress, for ladies, are available in either Silviloy or Gold Filled finish. Packed individually—or together as a Mr. and Mrs. set.



The Commentator pen and pencil are handsomely styled with black Lucite barrels and gleaming Alumaloy tops.

manufactured results in a pencil that is mechanically consistent with the purpose for which it is designed.

In addition to the precision mechanism, the Alexander pencil is equipped with a specially designed tip. The internal construction of the tip employs a long "land" or bearing which gives additional lead support, increasing the writing strength of the fine-line lead.

Erasers for the Alexander line are metal cupped and adjustable. The all-metal pencils have the exclusive, patented "Big Inch" eraser, a full inch long and held in a metal cup with a corrugated plug at the bottom end. As the eraser is shortened by use, it may be adjusted by pushing the corrugated plug upward in the holder to expose new rubber for use. All other styles of pencils are equipped with smaller adjustable erasers mounted in metal sleeves which hold the eraser firmly and allow easy adjustment or replacement.

The metal clips on Alexander pencils and pens are made from the finest obtainable Swedish high-carbon spring steel, and are guaranteed to retain the perfect tension which affords deep pocket safety and gives long life to the customer's advertisement.

The engineered balance and distinctive designing of the Alexander all-weather finger grip, the 2 1/4 inch thin leads, perfect mechanism, adjustable erasers and attractive selection of popular colors are fea-

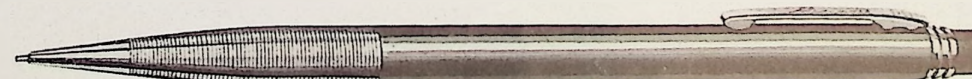
tures which make the Alexander pencil an outstanding advertising gift.

The Alexander line allows ample selection of pencils and pens. The all-metal pencil, No. 100, is available in six colors. No. 100 is built for durability, attractiveness and writing comfort. It has the "Big Inch" eraser and uses 2 1/4-inch thin leads.

The Commentator pen and pencil set is of the finest quality offered for advertising purposes today. The Commentator pen features an all-metal engine-turned cap, a "signature" 14K gold point, specially designed capillary feed to prevent flooding or leaking, and a lustrous Lucite barrel—all of which make this pen a distinctive and beautiful gift for discriminating advertisers. The companion Commentator pencil has a matching metal cap, Lucite barrel and 2 1/4-inch thin-lead mechanism.

Emperor and Empress pencils (the Mr. and Mrs. set) are available in either Silviloy Metal (not subject to luxury tax), or Gold Filled, and their writing perfection lives up to their beauty. The Emperor uses the patented 2 1/4-inch thin-lead mechanism, while the Empress employs a 1 3/8-inch thin-lead mechanism.

Distinctive and exclusive, Alexander pencils and pens give Gerlach-Barklow salesmen a new and attractive line of fine writing instruments for extra earnings in 1949.



No. 100 All-metal pencil with "Big Inch" eraser. All-weather grooved finger grip. Spring steel clip. Offered in six popular colors.

The More You Think, The More You Sell!

Recently, A. B. Gruenwald sent in an article based on the thesis that "The place to make good is where you are"—which simply is a short way of telling the famous story of the Persian farmer who returned home empty-handed after searching the world for precious stones, to discover that there were acres of diamonds in his own back yard.

"The article has reassured me many times that there is plenty of opportunity in calendar selling," Mr. Gruenwald wrote, "and I am passing it along in hopes that you may be able to get an idea out of it."

The place to make good is where you are! Surely that is a thought-provoking statement. It reminds us that our best chance for success and satisfaction is to do a good job with the materials at our immediate command: (1) our territories; (2) our customers; (3) the 1950 Line.

Whoever you are, wherever you are, you—like Mr. Gruenwald in California, Russ Ferril in Colorado or Ed Gerrish in Connecticut—have a definite



A FOLLOW-UP for "The Vagabond," "The Short-stop" and "Read All About It," this wonderful picture will appeal to many calendar buyers—particularly to those in the automobile business. It can be used with Safety copy, like this:

Obey each law when driving,
And signal for each turn,
Because the folks who stayed at home
Await your safe return!



HAVASU FALLS is one of the "story pictures" in the 1950 Line. A 20-page article about this waterfall and the Havasupai Indians (see title leaf for "Song of the Waterfall") appeared in the National Geographic Magazine for May, 1948.

territory with exact geographical limits. You have a known number of customers and prospects, all of them listed in your town sheets, local telephone books and the U. S. census. And you have the 1950 Gerlach-Barklow Line, with complete samples to show all designs and the pricebook to give you specifications.

These are *known quantities*—elements of fact which give you every promise of good sales in 1949. These are the physical ingredients of success, and it's up to you to put them together intelligently.

But these known facts are inanimate, and they will lie fallow unless you cultivate your territory, planting ideas and harvesting orders. Thought—the product of your knowledge, experience and ability to sell—is the factor which makes the difference between success and mediocrity. The more you think, the more you sell—and your thinking keeps the grass greener on your own side of the fence.

No one else has the same opportunity that lies before you from December 13th until the end of the 1949 selling year. No other salesman has *your* territory. Nobody else has *your* customers. Nobody else has the G-B Line to offer to the business men in *your* area.

You are the one man in the world who can succeed in *your* job. Your customers need you, and your company needs you—and therefore you will make good in 1949!

A Great Subject for Big Sales!



"... and please help everybody
to drive safely!"

THE GERLACH-BARKLOW COMPANY

1907 ★ FORTY-TWO YEARS OF GOOD WILL ADVERTISING ★ 1949

JOLIET, ILLINOIS

2003.170.01

Truly Great Pictures for 1950 Calendars In the Gerlach-Barklow Line!

THE BEST IN THE BUNCH!

More than just a title, this caption describes the artist and his work. William Robinson Leigh painted the original of this great Western picture in oils on a canvas four feet wide. The original is valued at \$5,000. The subject shows Navajo Indians capturing the finest stallion among the wild horses on their reservation—a vivid action picture which will command attention when displayed on 1950 calendars.



ON TOP OF THE WORLD is an inspirational subject, excellent for advertising calendars distributed by insurance agencies, building companies or anyone interested in selling to families. The boy in this picture by Adelaide Hiebel has learned one of life's important lessons: that to see the wide horizon, he first must climb the hill. He'll always be "on top of the world" if he remembers that success is the reward of effort.

FRANCIS DIXON painted the lovable home scene entitled "Sunnybrook Farm." This is one of the finest of many home pictures the artist has painted for recent Gerlach-Barklow lines. The colors are brilliant, and even small calendars with this subject will attract attention from a distance. This new picture will be a favorite among lumber dealers, contractors, savings and loan companies, insurance men, dairies and others.

